

## Message Text

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PAGE 01 ROME 07464 230147Z

ACTION EUR-12

INFO OCT-01 ISO-00 EB-08 /021 W

-----026709 230150Z /63

R 211623Z APR 78

FM AMEMBASSY ROME

TO USDOC WASHDC

INFO SECSTATE WASHDC 0000

AMEMBASSY BELGRADE

AMEMBASSY LISBON

AMEMBASSY MADRID

AMCONSUL FLORENCE

AMCONSUL GENOA

AMCONSUL MILAN

AMCONSUL PALERMO

AMCONSUL TRIESTE

AMCONSUL TURIN

UNCLAS ROME 7464

E.O. 11652: N/A

TAGS: BEXP IT

SUBJ: FY -80 PROMOTIONAL EVENT PLANNING

REF: USDOC 06268

1. THIS IS CONSOLIDATED REPLY TO REFTEL FOR ALL ITALIAN POSTS.  
WE BELIEVE THAT A WINE AND JUICE PROCESSING EQUIPMENT TRADE  
MISSION MAY BE SUITABLE FOR ITALY DURING FY 1980, DEPENDING ON  
THE EXACT COMPOSITION OF MISSION. ACCORDING TO THE NAJAUARY,  
1977, SURVEY OF THE ITALIAN MARKET FOR FOOD PROCESSING AND  
PACKAGING EQUIPMENT PRODUCED BY YJOHN BARISONE (MILAN), THERE IS  
PRACTICALLY NO MARKET FOR U.S. EQUIPMENT IN SECTORS TRADITIONALLY  
DOMINATED BY SPECIALIZED ITALIAN MANUFACTURERS, AS IN WINE  
PROCESSING. (THERE ARE OPPORTUNITIES, HOWEVER, IN A FEW SPECIFIC  
CATEGORIES, AS HORIZONTAL GRAPE PRESSES AND WINE AUTOMATIC  
ANALYZERS.) WE BELIEVE PROSPECTS ARE SOMEWHAT BETTER FOR JUICE  
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PROCESSING EQUIPMENT AND SUPPLIES.

2. THE BARISONE STUDY, WHICH USDOC HAS, CONTAINS COMPLETE  
DESCRIPTION OF MARKET, INCLUDING SPECIFIC PRODUCT PROSPECTS,  
GEOGRAPHIC CONCENTRATION AND SIZE OF INDUSTRY, ETC.

3. ASSUMING THAT PRODUCTS REPRESENTED BY MISSION CONFORM

TO BEST PROSPECTS DETAILED IN MARKET SUTYD, VISIT WOULD BE APPROPRIATE

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RECOMMENDED STOP IN ITALY IS MILAN. SECONDARY CHOICES WOULD BE  
PALERMO, FLORENCE, OR NAPLES (IN PRIORITY ORDER).GARDNER

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NNN

## Message Attributes

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**Capture Date:** 01 jan 1994  
**Channel Indicators:** n/a  
**Current Classification:** UNCLASSIFIED  
**Concepts:** n/a  
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**Review Markings:**  
Sheryl P. Walter  
Declassified/Released  
US Department of State  
EO Systematic Review  
20 Mar 2014  
**Markings:** Sheryl P. Walter Declassified/Released US Department of State EO Systematic Review 20 Mar 2014